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OCT 20 1924 ✓

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"SHORT CHANGE"

A Photoplay in 2 reels.

BY JACK JEVNE

Author of Photoplay Christie Film Co Inc. U S A.

10/5/26

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OCT 20 1924

# P R E S S   S H E E T

**WALTER HIERS COMEDIES**

## Walter Hiers



in

## "Short Change"

Directed by Archie Mayo



**EDUCATIONAL FILM EXCHANGES, Inc.**

MADE IN U. S. A.

1127

## NEW WALTER HIERS COMEDY WILL BE THE HIT OF YOUR PROGRAM

### "Short Change" Ranks as Best Picture This Popular Star Has Ever Made

A big feature star in two-reel comedies!

Walter Hiers, known to every man, woman and child in the United States through his years of appearance in Paramount features, now starring in two-reel comedies.

And what comedies they are!

"Short Change" is without doubt the funniest comedy in which Hiers has ever appeared. It is only two reels long but these two reels contain more clever situations, more originality and more laughs than any comedy he has ever made, regardless of length.

Hiers is the possessor of a wonderful screen personality. Everybody knows him and likes him. He is popular everywhere for his clean and clever comedy, his winning smile and his ability to bring hearty and wholesome laughs.

"Short Change" is a fast-moving comedy, crammed to the limit with legitimate, laugh-compelling situations. It will be the outstanding feature of your program regardless of the other pictures on your bill.

#### The Story

Oswald, capable and corpulent bank clerk, tried his best to put up a good fight against spring fever, but his mind was on the fish in the cool little mountain lakes where he was going on his vacation.

Amid joyous confusion Oswald says goodbye, but upon leaving the bank, innocently takes a hand-bag containing fifty thousand dollars.

After saying goodbye to the girl of his heart, Oswald boards the train. A little pest seated beside him throws his tickets out of the window and in a frantic search for them Oswald discovers that the hand-bag is full of money. He immediately arouses the suspicion of all about him and slips into a state of nervous fright.

In the meantime the bank officials have discovered that the money is missing and start a search for Oswald, using the grip he left behind as a clue.

Oswald feels that every human eye is on him as he heads for home. Back at his home depot, Oswald attempts a short-cut through the town to throw the searching police from his trail. His path leads through the toughest section of the city and a big bill protruding from the bag catches the eye of a tough crook who summons his gang of dangerous-looking thieves. Oswald takes refuge by the side of a policeman but steps into a hornets' nest when he finds that the policeman is looking for the missing cashier.

In a mad chase to the bank, Oswald is pursued by both police and crooks and manages to get there before them. But the crooks force their way into the bank.

The president of the bank is aroused when the burglar alarm is sounded in his home and he rushes



For Electro Order No. 3353-E  
For Mat (Free) Order No. 3353-M

to the bank with his daughter and a squad of police. They enter the vault to find Oswald tired and torn, but seated upon a heap of battered crooks, and the fifty thousand dollars safe.

Oswald promises his sweetheart he'll spend his vacation at home with her—and she forgives him and all is well.

WHO'S WHO  
in

### "Short Change"

Oswald .....WALTER HIERS  
Bank President.....Hugh Metcalf  
His Daughter.....Duane Thompson  
The Pest.....Jack McHugh  
Conductor.....Lincoln Plumer

Directed by Archie Mayo

### EXPLOITATION

Here is a wonderful chance to make the short comedy on your bill carry the entire burden of your program.

Walter Hiers is a feature star of wonderful popularity. His name in your lights means many dollars in your till.

The posters, lobby display cards and slides advertising this comedy are wonderful business bringers. Get them to work often and keep them in front of your prospective patrons.

Order the same quantity of accessories on this comedy as you do on a feature. Give these accessories the same chance to work for you as you do those on a feature, and the comedy will return you feature results at your box office and in the prestige of your house.

### PARAGRAPHS For Your Program

Added comedy feature attraction. Popular Walter Hiers in "Short Change."

\* \* \*

A treat for young and old. Walter Hiers in one of his funniest comedies, "Short Change."

\* \* \*

Walter Hiers in "Short Change" will furnish you with enough laughs for a week. Don't miss it.

\* \* \*

In addition to the feature picture—Fat and funny Walter Hiers in his first two-reel comedy, "Short Change."

\* \* \*

See Walter Hiers in "Short Change" and laugh for half an hour. You'll agree it is one of the best comedies you ever saw.

\* \* \*

More fun and laughs in "Short Change" with Walter Hiers starred than in a big long feature. Don't miss it.

## BIG STAR MAKES DEBUT AS SHORT COMEDY PRODUCER

**Walter Hiers, Formerly Feature Comedian, Heads Company**

(Newspaper review for use after showing of picture)

"Short Change," the two-reel Walter Hiers Comedy on the bill at the Theatre, should remove a popular misconception from the minds of the theatre patrons and moving picture stars. That misconception is, that as soon as a motion picture player is good enough, he goes into long features and stays there.

Hiers is working in his first two-reel comedy after years in features and nothing he made in the long pictures is as funny, or adds to his laurels as much as does this two-reel comedy. It is as delightful and as clever as anything any comedian has done in any picture three times its length, and is entertainment of the highest class.

Hiers is producing these two-reel comedies himself, for he believes that a comedian's most fertile field is the two-reel comedy. If he continues to deliver comedies of the calibre of "Short Change" it is certain that he will enhance his already great popularity.

The picture is exceedingly well done in every department. The plot is novel and moves along at a fast speed, developing many clever and surprising situations.

Duane Thompson, formerly with Christie Comedies, is seen in support and the picture was made under the direction of Archie Mayo.

## WALTER HIERS IN TWO-REEL COMEDY

(Newspaper review for use after showing of picture)

Walter Hiers, the fat and funny comedian, is seen in the comedy attraction, "Short Change," now playing at the Theatre.

This picture is the first of a series of two-reelers that Hiers is making for the Educational Film Exchanges, Inc., and is the first appearance of this popular star in short pictures in eight years. Hiers has been appearing in big feature productions.

"Short Change" is a very clever and very funny comedy. As many laughs are crowded into two reels as are ordinarily contained in pictures three times that length.

Supporting Hiers is Duane Thompson, formerly with Christie comedies. Archie Mayo, the director, also hails from the Christie lot.

## WALTER HIERS, POPULAR FEATURE STAR, TO MAKE SHORT COMEDIES



WALTER HIERS  
and  
DUANE THOMPSON  
in a scene from  
"SHORT CHANGE"

For Electro Order No. 3354-E  
For Mat (Free) Order No. 3354-M

## HIERS TO MAKE SHORT COMEDIES

(Prepared as advance publicity story)

Walter Hiers, big feature star, will make a series of short comedies which will be distributed by Educational Film Exchanges, Inc. The first of these, "Short Change," in two reels, will be the comedy attraction at the Theatre.

Hiers has an immense following throughout the country. He is one of the veteran comedians of the screen, and his familiar bulk is known to every theatre-goer.

Hiers is heading his own producing company, and will make farce comedies written especially for him. Duane Thompson, formerly with Christie, is his leading lady, and the cast in "Short Change" is composed of other well known players. Archie Mayo, also from the Christie Company, will direct.

## "Greater Opportunities in New Field," says Veteran Star

(Prepared as advance publicity story)

"Short Change," the first of a series of two-reel comedies made by Walter Hiers for Educational Film Exchanges, Inc., will be the comedy attraction on the bill at the Theatre.

Hiers, one of the most popular comedians on the screen, has been appearing in feature pictures for the past seven or eight years and it was his desire to head his own company and the belief that a comedian has greater opportunities in two-reel comedies, that led him into the Short Subjects field.

For the past eight years he has been with Paramount, with the exception of a short period when he was loaned to the Christies to play a leading part in a feature production, "So Long Letty" and for about six months with the Goldwyn Company. He appeared in about forty-five pictures for Paramount, including the screen adaptations of many stage successes.

Hiers is a veteran screen comedian, his experience dating back to the early days when Griffith was producing single reel pictures with such stars as Mabel Normand and Mary Pickford. He was a member of one of the first companies to invade Florida to make pictures and is now classed as one of the most popular screen comedians.

## DUANE THOMPSON SUPPORTS HIERS

(Prepared as advance publicity story)

Duane Thompson, formerly leading lady with Christie Comedies, will be seen as leading lady with Walter Hiers in "Short Change," the two-reel Walter Hiers Comedy which will be at the Theatre.

"Short Change" marks Hiers' premier in two-reel comedies and also his debut as a producer, for he is now producing his own comedies after seven or eight years in features. He will produce a series of comedies in this length which will be distributed by Educational Film Exchanges, Inc.

Hiers is one of the most popular comedians on the screen and his success in the two-reel comedy field is assured. His years in feature productions have earned him an immense following and his face and rotund form are known to every picture patron in the country.

## FEATURE "SHORT CHANGE" IN YOUR NEWSPAPER ADVERTISING AND FATTEN YOUR DAY'S PROFITS

Every once in a while the newspapers carry a story of some miser starving to death with hundreds or thousands of dollars hidden somewhere in his house. The miser probably figures he is saving money by not eating.

The exhibitor who overlooks the value of advertising on his Short Subjects is like the miser, for he is deliberately starving his box office by not taking advantage of the fattening results of Short Subject Advertising.

Advertising your Educational Comedies is a tried and proven business bringer. Big-showmen have adopted it as a regular procedure.

In "Short Change" you have a chance to make your Short Subject double the attractiveness of your bill. It is a feature attraction in everything but length, and properly advertised will make your bill one of the

strongest you have presented to your patrons in months.

If your feature is strong, do not neglect the comedy. Walter Hiers is a big drawing card himself, and advertising this comedy will make a strong bill stronger. If your feature is only fair, make this Walter Hiers Comedy the main attraction. It is big enough and strong enough to carry your entire bill. You can't go wrong in advertising it.

Newspaper advertising is the best method of exploitation. Use it liberally. If you are already using a limited quantity, double your space in your advertisements for the bill containing this comedy, or base all of your advertising on this two-reel attraction.

Electros or mats of the advertising cuts illustrated below can be secured at your exchange. The mats are free.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3355-E  
For Mat (Free) Order No. 3355-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3356-E  
For Mat (Free) Order No. 3356-M

For Three Column Cut on Page One Order  
Electro 3357-E  
Mat (Free) 3357-M

### ACCESSORIES

\* \* \*

#### Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Walter Hiers in "Short Change"—Two reels of superlative fun.

\* \* \*

Two reels of real laughs. Walter Hiers in "Short Change."

\* \* \*

Clean and Clever—"Short Change," with Walter Hiers. A half-hour of excellent comedy.

\* \* \*

Walter Hiers, fat and funny, in his first personally produced two-reel comedy, "Short Change."

\* \* \*

A big feature star in a two-reel comedy. Walter Hiers in "Short Change," the most enjoyable comedy of the season.



REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

OCT 20 1924

Dated at

Wash DC

Oct 20

1924

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright protection, requests the return to him under the provisions of sections 59 and 60 of the Act of March 4, 1909, of one or both of the deposited copies of the

2 Prints

entitled

Short Changes

deposited in the Copyright Office on Oct 20/24 and registered  
under Class , XXc., No. ©CLL 20673

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address:

or

to

at

Signed

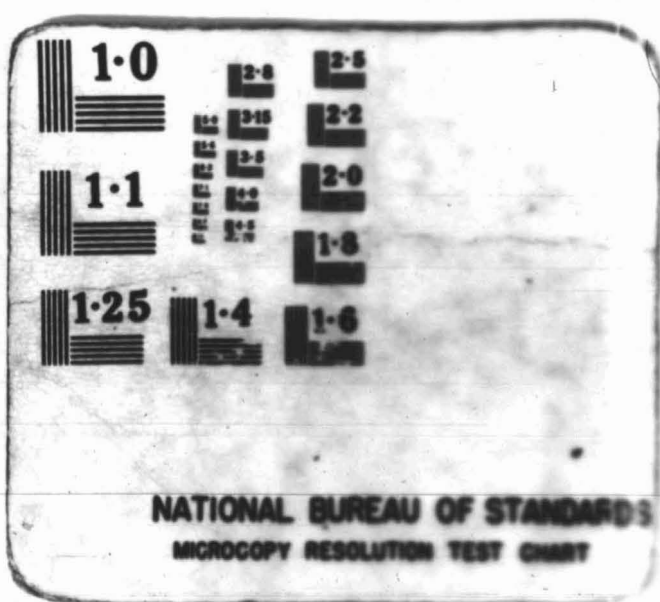
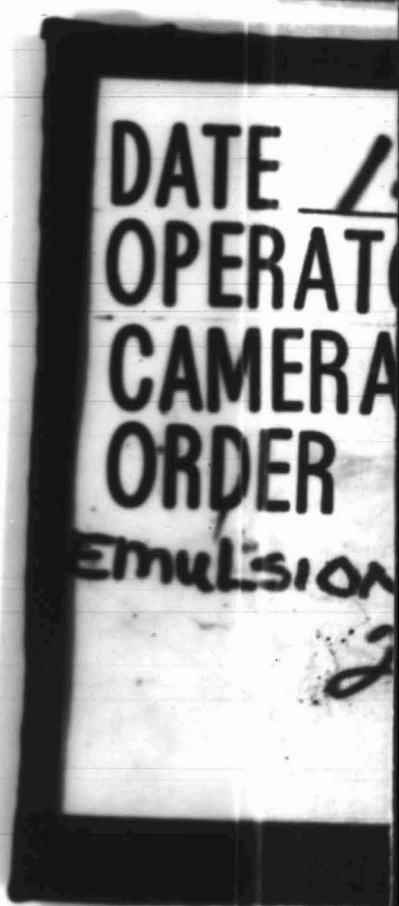
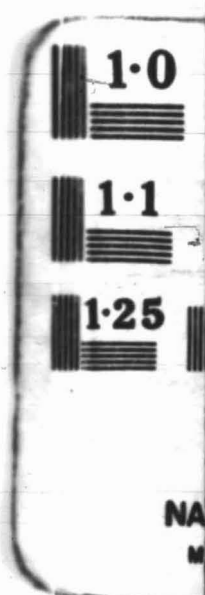
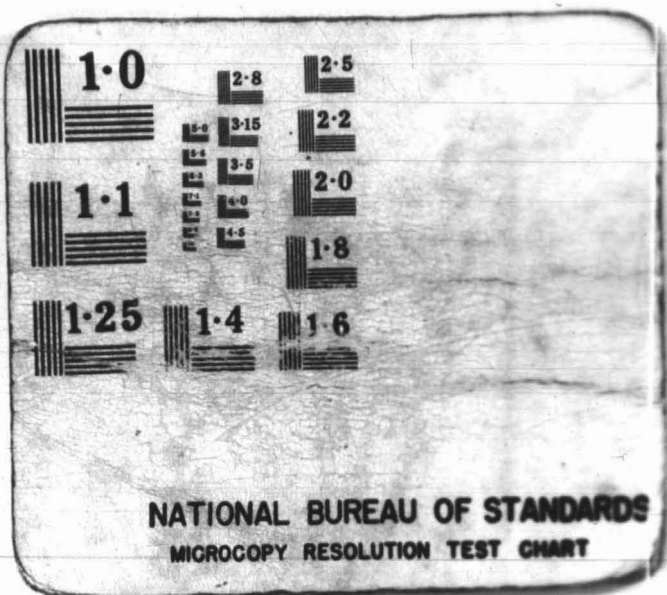
W. H. Lammiman

(Claimant of Copyright)

(Sept., 1922 - 500)

W. H. Lammiman

OCT 22 1924







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